

Resume Basics

Prep Talks Series Workshop 1



What is a Resume ?

News Flash: your resume really isn't about you. Your resume is about how you can fulfill the needs of the employer, easing their pain.



A Resume

- A resume is a one- or two-page formal document.
- A means of itemizing your work experience, educational background, and special skills.

Sounds simple enough



Contact Information

Your name, phone number, professional email address, address (city, state and zip code) and LinkedIn.

Beware the ATS (Applicant Tracking System) you may want to avoid putting your contact info in the header or footer of the document itself —sometimes the software that scans your resume will not see the header or footer.



Professional Summary

The professional summary is a brief, one- to three-sentence section featured prominently on your resume that succinctly describes who you are, what you do and why you're perfect for the job.

Focusing on the value you could bring to a potential employer. Give recruiters and hiring managers a quick, high-level overview of why you're the right person for the job.



Skills

This use to come at the end of the resume. No more!

The skills section has become more and more important as recruiters and hiring managers increasingly look for candidates with specialized backgrounds.

Include technical and software competencies. Don't hesitate to match to the position description.



Professional Experience

Detail your work history in a consistent and compelling format.

Company names, locations, employment dates, roles and titles you held and most importantly, bullet points containing action verbs and data points that detail the relevant accomplishments of each position.

This portion is essential for recruiters and hiring managers, who look to absorb information about your career experiences and connect your skills to what they're looking for in a potential hire.



Education

Your education matters. Simply listing where you went to school, when you attended and what degree you attained will be sufficient.

Please place the correct name of your academic program and degree earned.



Additional Experience

These should be experiences that add to and/or enhance experiences already on your resume.

Short and to the point, that highlight you.



Your Living, Breathing, Resume

You must tailor your resume

Use action verbs, use success verbs

Make sure that you are consistent in format, content and font.

Use consistent spacing, underlining, italics, bold and capitalization for emphasis

Use headings effectively for importance.

Hard to take, but one page is best. Two pages if you are mid to late career.

Please proofread and have someone else proofread it.

Narrative style is best. Do not use personal pronouns.

Careful with color, especially too much color.



Beware of weird fonts. Consider using fonts that are readable and clear such as Calibri, Cambria, Garamond, Georgia, Helvetica, Arial, Book Antiqua, Trebuchet MS, Bell MT, Bodoni MT, Bookman Old Style, Goudy Old Style and Century Gothic, Gill Sans MT, Lucida Sans, Tahoma, Verdana

Your resume is your digital marketing tool; by describing – however briefly – what your employer does, you switch your marketing focus from where it ought to be – on YOU – to your employer.

Your photo. Nope, it might be cute, trendy and digital but it does not belong on your resume.

Hobbies, this is your professional resume. Unless your hobby is a business, it does not have a place on your resume. And even if it is a business, it might not belong on your resume.

A career history older than 15 years, 10 years may be enough.

Your references: in fact do not include “references available upon request”, that is already known.



What your resume should do

- **Target a specific audience:** Speaks directly to employer's needs
- **Avoids generalized details:** Specific examples of achievement
- **Provides proof:** Metrics, measurable examples
- **Focuses on Quality Content:** Top points
- **Clarifies Value:** Identifies pain points and addresses them



The Center for Career Development

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Franklin University CAREER FAIR

Bring your résumé and dress to impress! Franklin University Career Services is hosting a career fair exclusively for our current students and alumni.

Attend this free event to:

- Meet 30+ employers from a variety of industries
- Build your professional network
- Learn about current and upcoming job and internship opportunities

Join us on Franklin's Main Campus (Ross Auditorium, Alumni Hall).

For more information, contact us at careerdev@franklin.edu.

TUESDAY, NOV. 12 • 4-8 P.M.

